07896530

Advertiser

DSCC/Nelson/D/Senate



**WESH** 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222 Billing: (407)389-7661

Invoice # Invoice Date Invoice Month Invoice Period 07/30/12 - 08/21/12 941638-1 08/26/12 August 2012

Account Executive Sales Office Station Sales Region Fran Berg WESH Eagle-Washingte National

www.wesh.com Billing Address:

> **Abar Hutton Media** Attention: Accounts Payable 6190 Grovedale CT Suite 200 Alexandria, VA 22310-2552

Estimate Number **Product** DSCC/NELSON Flight Dates Order # Alt Order #

941638

Billing Calendar Billing Type Deal# Broadcast Cash

Special Handling

08/15/12 - 08/21/12

IDB# Advertiser Code | Product Code 9912820 Agency Ref Advertiser Ref

Send Payment To: **WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

			Spots/			
ne Start Date End Date Description Start/End Time	MTWTFSS	Length \	Veek	Rate	Туре	
1 08/16/12 08/17/12 M-F Early Sunrise 5:00-6:00 AM Class of Time - Immediately Pre-emptible without notice	11	:30	2	\$325.00	NM	
Weeks:         Start Date 08/13/12         End Date 08/19/12         MTWTFSS 09/11         Spots/Week 2	<u>Rate</u> \$325.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length				Rate Type
2 WESHTh 08/16/12 5:27 AM M-F Early Sunrise	5:00-6:00 AM		BNDS1200			\$325.00 NM
1 WESHF 08/17/12 5:22 AM M-F Early Sunrise	5:00-6:00 AM	:30	BNDS1200	1H		\$325.00 NM
2 08/20/12 08/21/12 M-F Early Sunrise 5:00-6:00 AM Class of Time - Immediately Pre-emptible without notice	11	:30	2	\$325.00	NM	
Weeks:         Start Date 08/20/12         End Date 08/26/12         MTWTFSS 11         Spots/Week 2	Rate \$325.00			-	9	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length	Ad-ID	9961 - 41.555 3		Rate Type
1 WESHM 08/20/12 5:28 AM M-F Early Sunrise	5:00-6:00 AM	:30	BNDS1200	1н		\$325.00 NM
2 WESHTu 08/21/12 5:42 AM M-F Early Sunrise	5:00-6:00 AM	:30	BNDS1200	1H		\$325.00 NM
3 08/15/12 08/17/12 NBC Today Show 7:00-9:00 AM Class of Time - Immediately Pre-emptible without notice	1-1	:30	2	\$1,200.00	NM	- 43//
Weeks:         Start Date 08/13/12         End Date 08/19/12         MTWTFSS1-1         Spots/Week 2	Rate \$1,200.00		ZI Al			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length	Ad-ID			Rate Type
1 WESHW 08/15/12 8:43 AM NBC Today Show	7:00-9:00 AM	:30	BNDS1200	1н		\$1,200.00 NN
2 WESHF 08/17/12 8:59 AM NBC Today Show	7:00-9:00 AM	:30	BNDS1200	1н		\$1,200.00 NN
4 08/21/12 08/21/12 NBC Today Show 7:00-9:00 AM Class of Time - Immediately Pre-emptible without notice	-T	:30	1	\$1,200.00	NM	1/2
Weeks:         Start Date 08/20/12         End Date 08/26/12         MTWTFSS - T         Spots/Week - T	Rate \$1,200.00				19	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length	Ad-ID			Rate Type
1 WESHTu 08/21/12 7:22 AM NBC Today Show	7:00-9:00 AM	:30	BNDS1200	)1н		\$1,200.00 NN
5 08/15/12 08/17/12 Regis & Kelly 9-10 AM 9:00-10:00 AM Class of Time - Immediately Pre-emptible without notice	1-1	:30	2	\$650.00	NM	
Weeks:         Start Date 08/13/12         End Date 08/19/12         MTWTFSS1-1         Spots/Week 2	<u>Rate</u> \$650.00		-			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length	Ad-ID			Rate Type
1 WESHW 08/15/12 9:15 AM Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	BNDS1200	)1н		\$650.00 NN
2 WESHF 08/17/12 9:37 AM Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	BNDS1200	)1н		\$650.00 NN
6 08/21/12 08/21/12 Regis & Kelly 9-10 AM 9:00-10:00 AM Class of Time - Immediately Pre-emptible without notice	-T	:30	1	\$650.00	NM	

Send Payment To:



Invoice Date Invoice Month Invoice Period Invoice # 941638-1 08/26/12 07/30/12 - 08/21/12 August 2012

Advertiser **Product** Estimate Number DSCC/Nelson/D/Senate DSCC/NELSON 544

	vesh.com						Spots/			
ne	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
6	08/21/12 Class of Tim	08/21/12 ne - Immedia	Regis & Kelly 9-10 AM ately Pre-emptible without n	9:00-10:00 AM otice	-T	:30	1	\$650.00	NM	and the second
		Start Date 08/20/12	End Date MTWTFSS 08/26/12 -T	Spots/Week 1	<u>Rate</u> \$650.00					
	Spots: # Ch 1 WE	<u>Day Air</u> SHTu 08			Start/End Time 9:00-10:00 AM		1 <u>Ad-ID</u> 1 BNDS12001H	i		<u>Rate Type</u> \$650.00 NM
7	08/16/12 Class of Tim	08/17/12 ne - Immedia	NBC Today Show II ately Pre-emptible without r	10AM-11AM notice	11	:30	2	\$600.00	NM	
		Start Date 08/13/12	End Date MTWTFSS11	Spots/Week 2	<u>Rate</u> \$600.00	-	- x			8
	Spots: # Ch				Start/End Time	Lengt	Ad-ID			Rate Type
			/16/12 10:59 AM NBC To		10AM-11AM	2.51	) BNDS12001H			\$600.00 NM
	1 WE	SHF 08	/17/12 10:49 AM NBC To	day Show II	10AM-11AM	:3	) BNDS12001H			\$600.00 NM
8	08/21/12 Class of Tim	08/21/12 ne - Immedia	NBC Today Show II ately Pre-emptible without r	10AM-11AM notice	-T	:30	1	\$600.00	NM	
		Start Date 08/20/12	End Date MTWTFSS 08/26/12 -T	Spots/Week 1	<u>Rate</u> \$600.00			*		
	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
	1 WE	SHTu 08	/21/12 10:58 AM NBC To	oday Show II	10AM-11AM	:3	0 BNDS12001H			\$600.00 NM
Ś	08/15/12 Class of Tim	08/17/12 ne - Immedia	M-F NOON NEWS 12-1 ately Pre-emptible without r	2:12:00-12:30 PM notice	1-1	:30	2	\$300.00	NM	
		Start Date 08/13/12	End Date MTWTFSS1-1	Spots/Week 2	<u>Rate</u> \$300.00					
	Spots: # Ch	Day Air	r Date Air Time Descrip	tion	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 WE	SHW 08	12:25 PM M-F NC	OON NEWS 12-12:30	12:00-12:30 PM	:3	0 BNDS12001H			\$300.00 NN
	1 WE	SHF 08	12:24 PM M-F NC	OON NEWS 12-12:30	12:00-12:30 PM	1 :3	0 BNDS12001H			\$300.00 NM
10	08/20/12 Class of Tin	08/20/12 ne - Immedia	M-F NOON NEWS 12-1 ately Pre-emptible without r		M	:30	1	\$300.00	NM	
7	Weeks:	Start Date 08/20/12	End Date MTWTFSS 08/26/12 M	Spots/Week 1	<u>Rate</u> \$300.00	- 1 - 1	records and		CONTROL TOP OF	
	Spots: # Ch	Day Air	r Date Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WE	SHM 08	3/20/12 12:24 PM M-F NO	OON NEWS 12-12:30	12:00-12:30 PM	1 :3	0 BNDS12001H			\$300.00 NM
1	1 08/15/12 Class of Tin	08/15/12 ne - Immedi	Anderson Cooper 2-3p ately Pre-emptible without i	2:00p-3:00p	W	:30	1	\$150.00	NM	
		Start Date 08/13/12	End Date MTWTFSSW	Spots/Week 1	<u>Rate</u> \$150.00					
	Spots: # Ch	Day Air	r Date Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WE	SHW 08	3/15/12 2:51 PM Anders	on Cooper 2-3p	2:00p-3:00p	:3	0 BNDS12001H			\$150.00 NM
1:	2 08/20/12 Class of Tin	08/20/12 ne - Immedi	Anderson Cooper 2-3p ately Pre-emptible without		M	:30	1	\$150.00	NM	
	Weeks:	Start Date 08/20/12		Spots/Week 1	<u>Rate</u> \$150.00					
	Spots: # Ch			15),	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WE		3/20/12 2:40 PM Anders	on Cooper 2-3p	2:00p-3:00p	:3	0 BNDS12001H			\$150.00 NN
1:	3 08/15/12 Class of Tin	08/15/12 ne - Immedi	M-F 3-4 PM iately Pre-emptible without	3:00-4:00 PM notice	W	:30	1	\$400.00	NM	
	Weeks:	Start Date 08/13/12	End Date MTWTFSS 08/19/12W	Spots/Week	<u>Rate</u> \$400.00		-			
	Spots: # Ch			otion	Start/End Time	Leng	th Ad-ID			Rate Type
			3:29 PM M-F 3-4		3:00-4:00 PM		80 BNDS12001H		×	\$400.00 NN
1	4 08/20/12 Class of Tir	08/20/12 ne - Immedi	M-F 3-4 PM iately Pre-emptible without	3:00-4:00 PM notice	M	:30	1 -	\$400.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
		08/20/12	08/26/12 M	1	\$400.00					

Rate Type

Send Payment To:





**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date Invoice Month Invoice Period 08/26/12 07/30/12 - 08/21/12 941638-1 August 2012

Advertiser	Product	Estimate Number			
DSCC/Nelson/D/Senate	DSCC/NELSON	544			

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ww.wesh.com						Spots/			
ne Start Date End I	Date Des	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
14 08/20/12 08/20 Class of Time - Im			3:00-4:00 PM out notice	M	:30	1	\$400.00	NM	
Spots: <u>#</u> Ch <u>Da</u> 1 WESHM	Air Date 08/20/12	Air Time Des 3:49 PM M-F		Start/End Time 3:00-4:00 PM		<u>h</u> <u>Ad-ID</u> 0 видs12001ю	1	= 0 ×	<u>Rate Type</u> \$400.00 NN
15 08/16/12 08/16 Class of Time - Im		4-5 PM NEWS e-emptible with	M-F 4-5 PM out notice	T	:30	1	\$700.00	NM	
Weeks: <u>Start I</u> 08/13/	Date End I 12 08/19			Rate \$700.00					
	Air Date	Air Time Des	The little depth of the li	Start/End Time		h Ad-ID			Rate Type
1 WESHTh	08/16/12	4:58 PM M-F	4-5 PM NEWS	M-F 4-5 PM	:3	0 BNDS12001i	H		\$700.00 NN
16 08/20/12 08/27 Class of Time - Im		4-5 PM NEWS re-emptible with		11	:30	2	\$700.00	NM	
Weeks: <u>Start I</u> 08/20/	Date End I 12 08/26			<u>Rate</u> \$700.00				,	
	Air Date	Air Time Des	and the Park and the second and the	Start/End Time		h Ad-ID			Rate Type
1 WESHM 2 WESHTu	08/20/12 08/21/12		F 4-5 PM NEWS F 4-5 PM NEWS	M-F 4-5 PM M-F 4-5 PM		0 BNDS12001			\$700.00 NM \$700.00 NM
17 08/15/12 08/17	7/12 M-F	5-6 PM ROT	5:00-6:00 PM	111	:30	3	\$900.00	NM	
Class of Time - Im Weeks: Start I	mediately P			Rate					*
08/13	12 08/19	111-	- 3	\$900.00					
Spots: # Ch Da 1 WESHW	y <u>Air Date</u> 08/15/12	Air Time Des	scription 5 5-6 PM ROT	Start/End Time 5:00-6:00 PM		th <u>Ad-ID</u> 30 BNDS12001	н		<u>Rate Typ</u> \$900.00 Ni
3 WESHTh			5-6 PM ROT	5:00-6:00 PM	1.5	0 BNDS12001			\$900.00 NI
2 WESHF	08/17/12	5:23 PM M-F	5-6 PM ROT	5:00-6:00 PM	:3	0 BNDS12001	Н		\$900.00 N
18 08/20/12 08/2 Class of Time - Im		5-6 PM ROT re-emptible with	5:00-6:00 PM out notice	11	:30	2	\$900.00	NM	2
Weeks: Start 08/20	Date End 08/26			<u>Rate</u> \$900.00					/
Spots: # Ch Da	y Air Date	Air Time De	scription	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Typ
2 WESHM			F 5-6 PM ROT	5:00-6:00 PM		30 BNDS12001			\$900.00 NI
	08/21/12		F 5-6 PM ROT	5:00-6:00 PM		30 BNDS12001			\$900.00 NI
19 08/15/12 08/1 Class of Time - Im		6-6:30 PM re-emptible with	M-F 6-6:30 PM out notice	111	:30	3	\$1,600.00	NM	
Weeks: Start 08/13	<u>Date</u> <u>End</u> 112 08/19			<u>Rate</u> \$1,600.00					
	y Air Date	Air Time De		Start/End Time	<u>Leng</u>	th Ad-ID			Rate Typ
1 WESHW		6:27 PM M-		M-F 6-6:30 PN		30 BNDS12001			\$1,600.00 N
3 WESHTh 2 WESHF	08/16/12 08/17/12	6:12 PM M- 6:13 PM M-	F 6-6:30 PM F 6-6:30 PM	M-F 6-6:30 PN M-F 6-6:30 PN	-	30 BNDS12001 30 BNDS12001			\$1,600.00 N \$1,600.00 N
20 08/20/12 08/2 Class of Time - In		= 6-6:30 PM	M-F 6-6:30 PM	11	:30	2	\$1,600.00	NM	
	Date End	Date MTWTFS	Spots/Week	Rate \$1,600.00					
	y Air Date	Air Time De	_	Start/End Time	<u>e</u> Lend	th Ad-ID			Rate Tyr
1 WESHM	08/20/12	6:12 PM M-	F 6-6:30 PM	M-F 6-6:30 PN	л :	30 BNDS12001			\$1,600.00 N
2 WESHT			F 6-6:30 PM	M-F 6-6:30 PN	Л :	30 BNDS12001	LH		\$1,600.00 N
21 08/16/12 08/1 Class of Time - P	e-emptible v	vith notice	Tonigł7:00-730 PM	11	:30	2	\$1,600.00	NM	
Weeks: Start 08/13	Date End /12 08/1	<u>Date</u> <u>MTWTFS</u> 9/1211-		<u>Rate</u> \$1,600.00					-
Chata: # Ch D	Air Doto	Air Time De		Chart/End Time		حالله ۸ ما ۱۳۰			Data Tur

Start/End Time

Length Ad-ID

Air Time Description

Spots: # Ch Day Air Date

Send Payment To:





**Payment Terms 30 Days** 

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 941638-1 | 08/26/12 | August 2012 | 07/30/12 - 08/21/12

Advertiser	Product	Estimate Number		
DSCC/Nelson/D/Senate	DSCC/NELSON	544		

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W.V	esh.com				Add Add			Spots/				
ne	Start Date	End Date	Desci	ription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
21	08/16/12 Class of Time	08/17/12 e - Pre-emp	M-F E	ntertainment Ton notice	nigł7:00-730 PM	11	:30	2	\$1,600.00	NM		
	Spots: # Ch	Day Air	Date	Air Time Descr	<u>iption</u>	Start/End Time	<u>Len</u>	gth Ad-ID			Rate T	ype
	2 WES	SHTh 08/	16/12	7:29 PM M-F E	ntertainment Tonight	7:00-730 PM		30 BNDS12	001н		\$1,600.00	NM
	1 WES	SHF 08/	17/12	7:27 PM M-F E	ntertainment Tonight	7:00-730 PM		30 BNDS12	001н		\$1,600.00	NM
22	08/20/12 Class of Time	08/20/12 e - Pre-emp	M-F E	Entertainment Ton notice	nigt7:00-730 PM	M	:30	1	\$1,600.00	NM		
		Start Date 08/20/12	End Da 08/26/1		Spots/Week	<u>Rate</u> \$1,600.00						
	Spots: # Ch	Day Air		Air Time Descr	intion	Start/End Time	len	gth Ad-ID			Rate T	vpe
	1 WES		20/12		intertainment Tonight	7:00-730 PM	_	:30 BNDS12	001н		\$1,600.00	
23		08/20/12 e - Immedia	M-Su ately Pre	News @ 11PM -emptible without	11-1135p notice	M	:30	1	\$1,300.00	NM		
		Start Date 08/20/12	End Da 08/26/		Spots/Week 1	<u>Rate</u> \$1.300.00						
	Spots: # Ch	Day Air		Air Time Descr	ription	Start/End Time	e Len	gth Ad-ID			Rate T	Гуре
	1 WES		/20/12	11:29 PM M-Su		11-1135p	_	:30 BNDS12	001н		\$1,300.00	ΝN
24	08/18/12 Class of Time	08/19/12 e - Immedia		U 6-6:30 PM -emptible withou	SA/SU 5:58-6:30 t notice	Pi11	:30	2	\$900.00	NM	6	Ī
		Start Date 08/13/12	End Da 08/19/		Spots/Week 2	<u>Rate</u> \$900.00						
	Spots: # Ch	Day Air	Date	Air Time Descr	ription	Start/End Tim	e Len	gth Ad-ID			Rate 1	Гур
	2 WES	SHSa 08	/18/12	6:13 PM SA/SI	J 6-6:30 PM	SA/SU 5:58-6	:30 PI	:30 BNDS12	2001H		\$900.00	NI
	1 WES	SHSu 08 LR- Golf	/19/12	6:54 PM SA/SI	U 6-6:30 PM	SA/SU 5:58-6	:30 PI	:30 BNDS12	2001н		\$900.00	NN
25	08/19/12 Class of Tim	08/19/12 e - Immedia		Sunday Today -emptible withou	8:00-9:00 AM/9-1 t notice	1 <i>A</i> S	:30	1	\$1,400.00	NM		
	Weeks:	Start Date 08/13/12	End Da 08/19/	ate MTWTFSS	Spots/Week 1	Rate \$1,400.00	- h-h	F-1	and songa as	4		
	Spots: # Ch	Day Air	Date	Air Time Descri	ription	Start/End Tim	e <u>Ler</u>	gth Ad-ID			Rate	Гур
	1 WE	SHSu 08	/19/12	8:28 AM NBC	Sunday Today	8:00-9:00 AM	9-11/	:30 BNDS12	2001н		\$1,400.00	NN

**Total Spots** 

Gross Total

\$34,550.00

Agency Commission

40

\$5,182.50

Net Amount Due

\$29,367.50